

# **PARKS & RECREATION SYSTEMWIDE MASTER PLAN**

**I NEED ONE, HELP!!**



# TODAY'S LEARNING OBJECTIVES

**What is a master plan?  
and why it is important**

**Understanding  
the necessary  
components**

**Tools for  
managing the  
planning  
process**

**Resources and  
Examples**

# **WHY DEVELOP A PARKS AND RECREATION SYSTEM-WIDE MASTER PLAN?**



# MASTER PLAN BENEFITS

**Adapt to changing community demographics**

**Distribute resources equitably**

**Prioritize limited resources**

**Be shovel ready for unexpected funding opportunities**

**Align programming with needs**

**Avoid duplication of amenities**

**Create community connections**

**Inform infrastructure decisions**

# MINIMUM REQUIREMENTS

**Created or updated in the last 5 years**

**System-wide**

**Strategic planning**

**Community needs assessment**

**Facility inventory with conditions report**

**Public input**

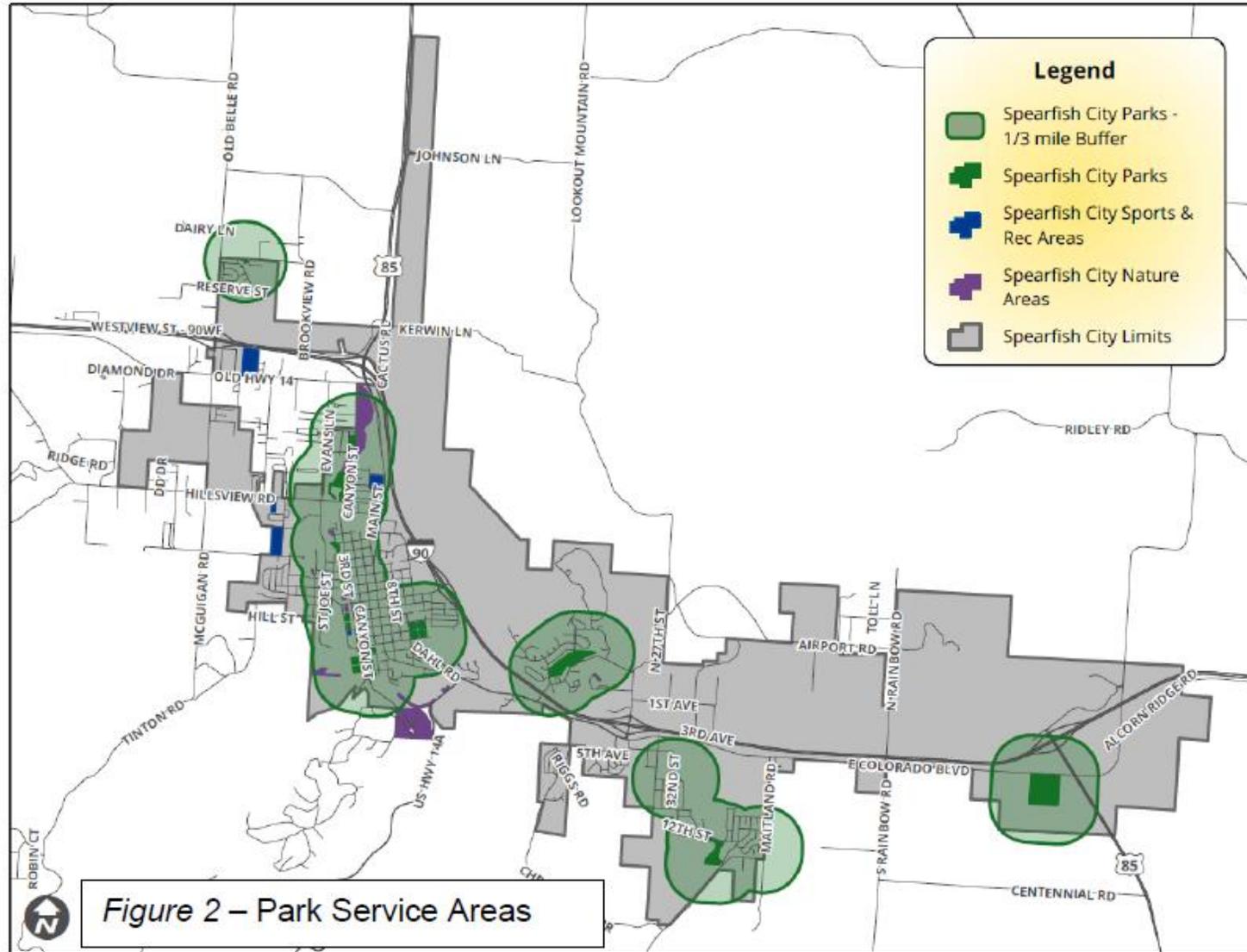


Figure 2 – Park Service Areas

# PLAN COMPONENTS

**Executive summary**

**SWOT Analysis**

**Community Needs Assessment**

**Public Input**

**Facilities and Parks Condition Analysis**

**Priority List, Short, Mid and Long-term Projects**

# EXECUTIVE SUMMARY

## Comprehensive Parks and Recreation Master Plan

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The key values the Master Plan focuses on are as follows:

- Clean and well maintained parks
- Safety and security of parks and recreation facilities
- Affordable services
- Accessibility to parks, recreation facilities and programs
- Providing open space, greenways and trails to provide relief from urbanization
- Preserving natural areas
- Programming for a diverse population
- Maintain the importance of developing partnerships to maximize County resources



# BENCHMARKING AND COMPARISON

## 2021 NRPA Agency Performance Review

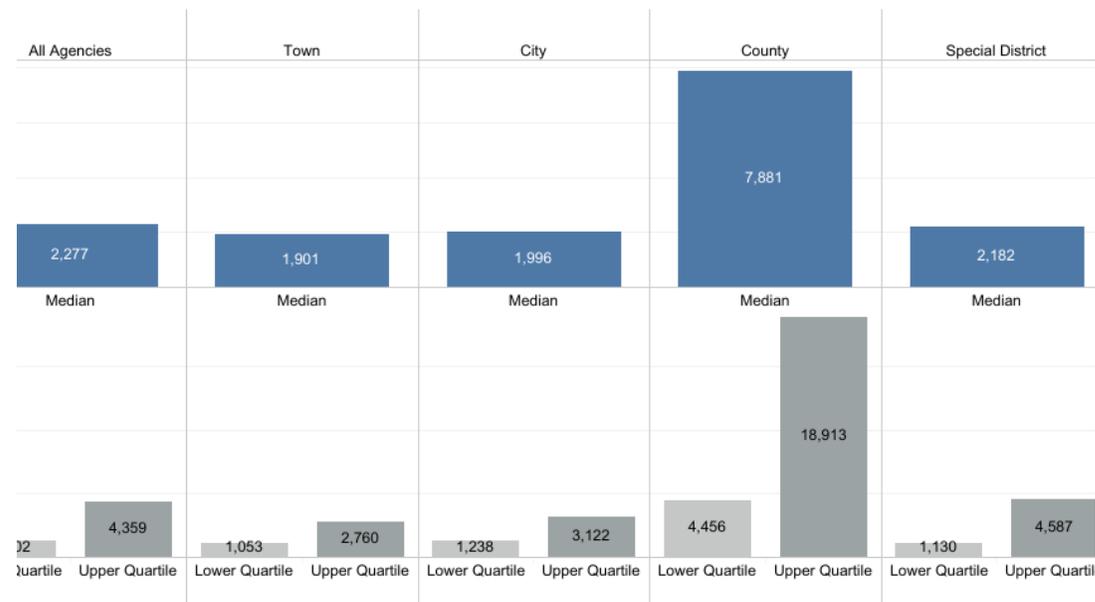
3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22

### Residents per Park

There is typically one park for every 2,277 residents.



Click the buttons above to see how the data changes based on selected measures.



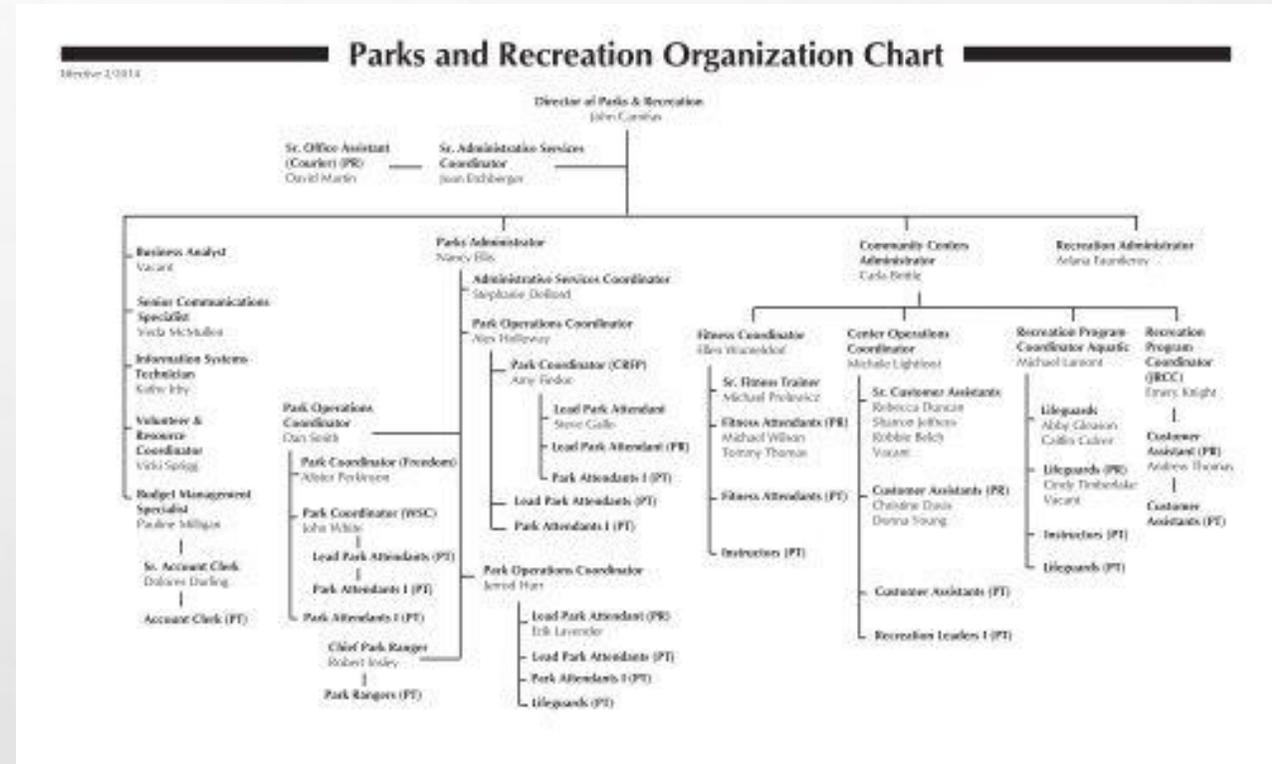
[www.NRPA.org/APR](http://www.NRPA.org/APR)

from the 2021 Agency Performance Review uses data from Park Metrics, NRPA's park and recreation agency performance benchmarking tool, 3-2020.



# DIVISION ANALYSIS

- ORGANIZATIONAL STRUCTURE
- WORK FORCE
- PROGRAMMING
- MAINTENANCE
- EVALUATION PROCESS

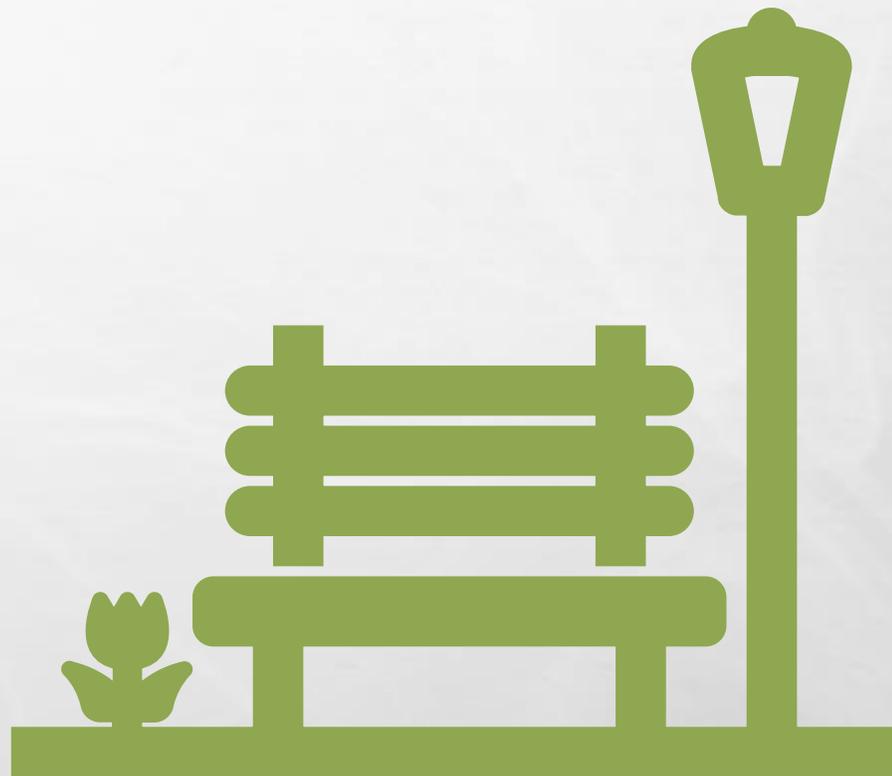


# SWOT ANALYSIS



# WHAT ARE SOME POTENTIAL **STRENGTHS** FOR YOUR COMMUNITY?

- **CENTRALIZED PARK**
- **VOLUNTEERS**
- **DEDICATED STAFF**
- **NEW PLAYGROUND**



# WHAT ARE SOME POTENTIAL **WEAKNESSES** FOR YOUR COMMUNITY?

- LACK OF FUNDING
- AGING EQUIPMENT
- LACK OF CONNECTIVITY
- APATHY



# WHAT ARE SOME POTENTIAL **OPPORTUNITIES** FOR YOUR COMMUNITY?

- INCREASED REVENUE
- IMPROVED WAYFINDING
- SHARED RESOURCES
- EXPANDED PROGRAMMING



# WHAT ARE SOME POTENTIAL **THREATS** FOR YOUR COMMUNITY?

- AGING INFRASTRUCTURE
- LABOR SHORTAGES
- FLUCTUATING FUEL PRICES
- COMPETING RESOURCES



# COMMUNITY NEEDS ASSESSMENT

## City Survey Results



### PLACES

*Top 5  
Things to improve*

-  Walking and Hiking Trails
-  Nature Parks
-  Neighborhood Parks
-  Bike Trails
-  Indoor Swimming Pool

### PROGRAMS

*Top 5  
Things to improve*

-  Adult Fitness and Health
-  Summer Concerts
-  Programs for Adults (Age 50+)
-  Nature Programs
-  Pet Exercise (at Dog Parks)

### ACTIONS

*Top 3  
Things needed*

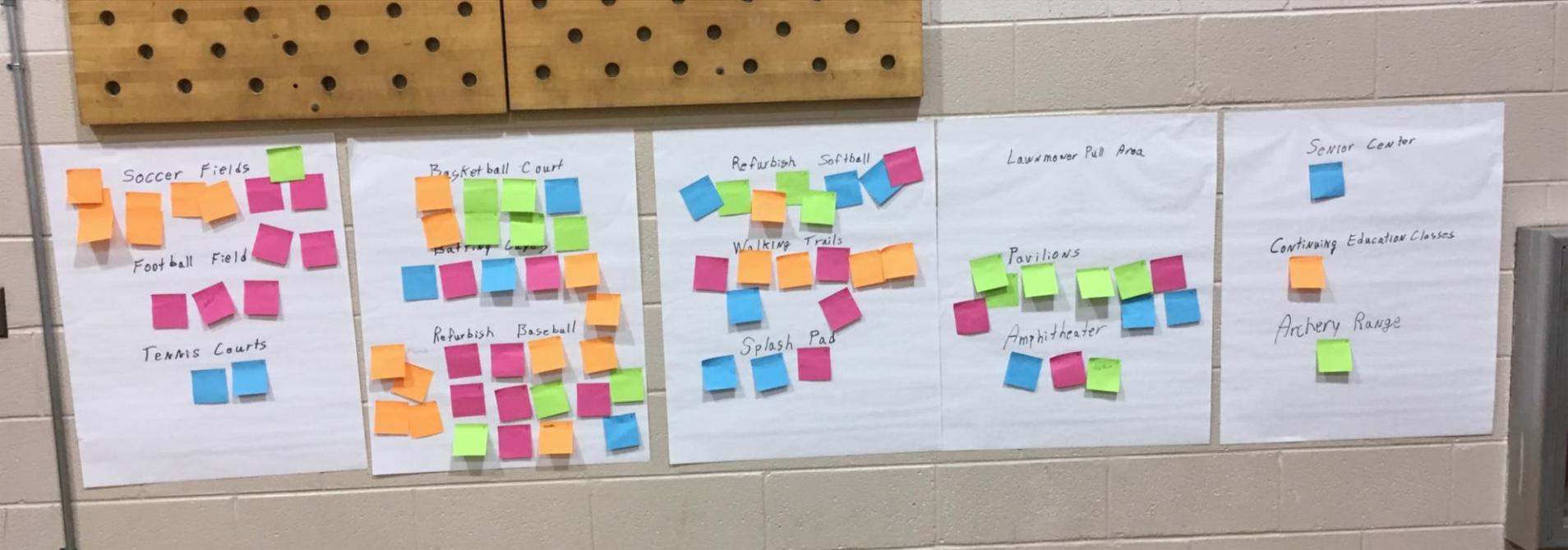
-  Upgrade Current Parks
-  Build New Walking and Biking Trails
-  Buy Land for Future Parks

952 Households



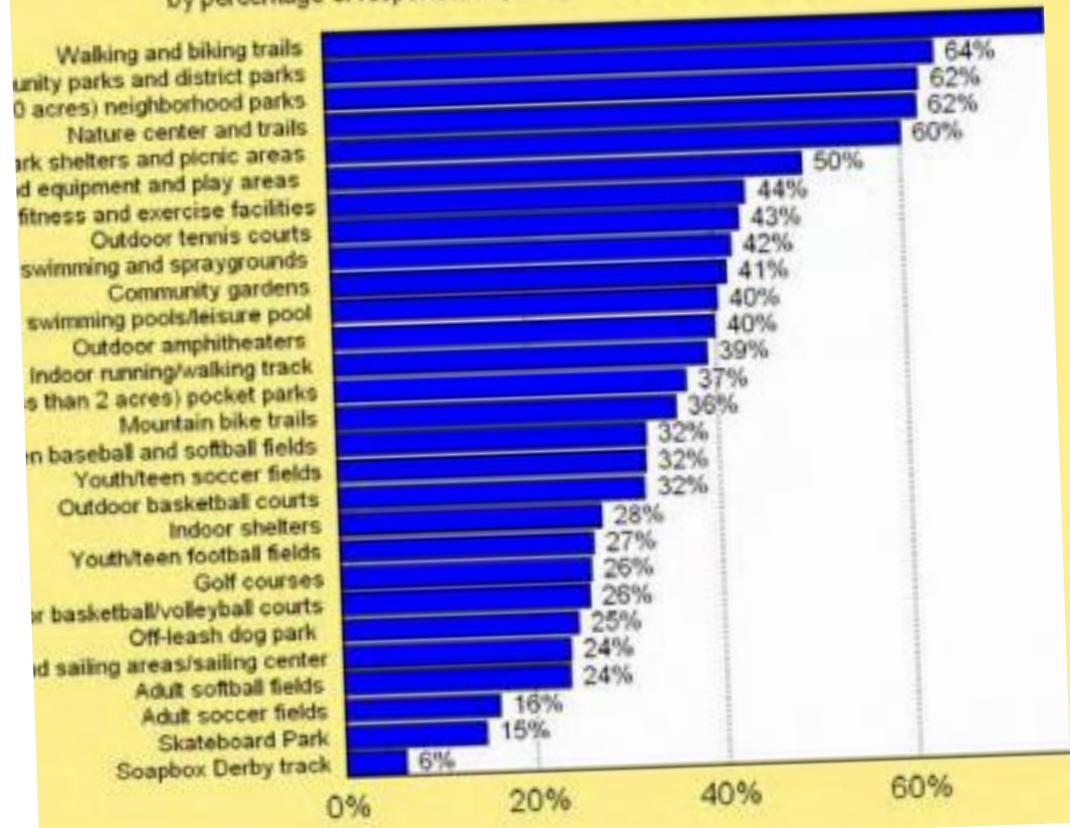


# PUBLIC MEETING PARTICIPATION



### Q10. Respondent Households That Have Need for Various Parks and Recreation Facilities

by percentage of respondents (multiple choices could be made)



### Respondents Feel There Are Sufficient Parks and Recreation Areas Within Walking Distance of Their Residences

by percentage of respondents



# POPULATION

## POPULATION, AGE, AND GENDER

The total population of Spearfish has increased by 12.3% from 10,465 in 2010 to 11,756 in 2019. The population is projected to continue its moderate growth.

The median age of the population of Spearfish (35.8 years) is below the median age of the state (37.7 years) and the nation (38.5 years).

The City of Spearfish has 5.1% of its population under five years old; 57.9% of its population between 19 and 64 years old; and 19.4% of its population over 65 years old. The City of Spearfish currently has a slightly higher population of women (52.1%) compared to men (47.9%).



## HOUSING AND INCOME

The median value of owner-occupied housing units is \$211,100. There are 4,947 households with 2.12 persons per household. The City's median household income (\$47,466) is below the state (\$59,533) and national (\$65,712) levels. Persons in poverty account for 12.8% of the population.

With the median household income below both the state and national averages, this may indicate that disposable income is somewhat limited. If so, households are not as likely to be spending as much money on recreational activities compared to the average U.S. household.

# UNDERSTANDING YOUR USERS AND THEIR NEEDS

## RACE AND ETHNICITY

The 2019 U.S. Census Bureau estimates show that 94% of the population falls into the White Alone category, with 2.5% in the Hispanic/Latino category; 2.5% in the American Indian category; 1.2% Asian alone; and .6% Black/African American alone. There is expected to be a slight decrease in the White Alone population, accompanied by increases in the population of all other races.

# DEMOGRAPHIC TRENDS





# INCORPORATING THE FEEDBACK



# PARK AND RECREATION PROGRAM OFFERINGS

- Aquatics programs
- Environmental/nature center programs
- Adventure sports (outdoor recreation) programs
- Therapeutic recreation programs and services
- Athletics
- Community-Wide Special Events
- 4-H programs
- Golf services
- Active adults 50-64 and Seniors 65 programs
- Fitness and wellness programs
- Facility rentals
- Summer camps and after school programs

# PROJECT GOALS

## REQUIRED

- **Based on priority, safety, needs, budget, community resources and possible grants and sponsorships, the priority list above should be worked into three categories.**
- **Short-Term            present to two years**
- **Mid-Term             two years to five years**
- **Long-term            five years to ten years**

# KEY TAKE-AWAYS



## PUBLIC INPUT

**YOU CANNOT HAVE TOO MUCH PUBLIC INPUT**



## OPEN AND INNOVATIVE

**LOOK FOR NEW TRENDS AND FACILITIES THAT MEET THE NEEDS OF YOUR PARTICIPANTS**



## WORK YOUR PLAN

**YOU HAVE DEVELOPED YOUR PLAN, NOW WORK TO IMPLEMENT THE PLAN, AND YES, UPDATES ARE IMPORTANT.**



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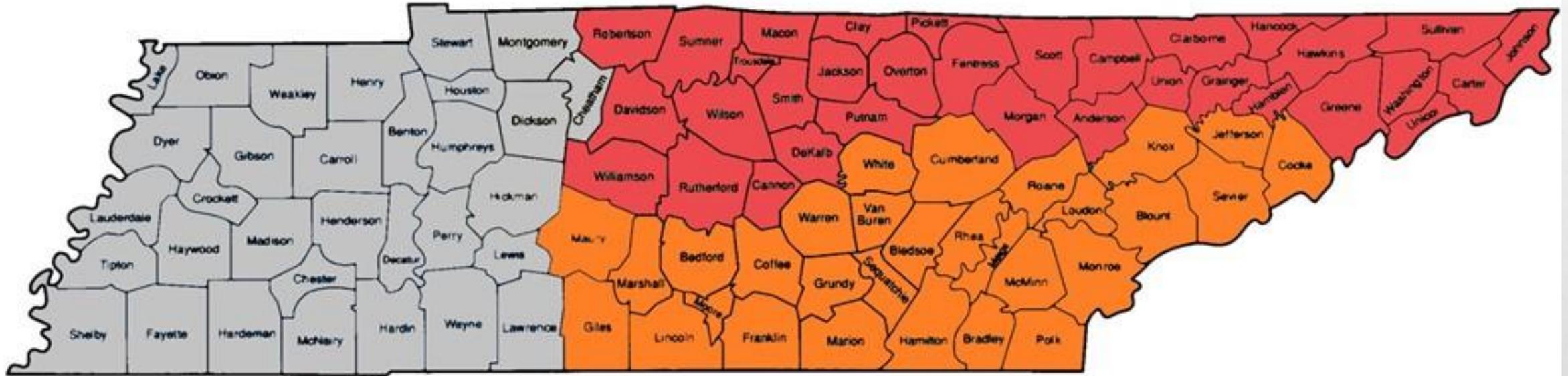
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**CALL US ANYTIME**

# MORE RESOURCES

**Parks and recreation Master Plan [Template](#)**

**Population Estimates [2022 to 2026](#)**

**Recreation Resources Division Webpage Examples**